



rethinkoutside.org

Rethink Outside is a call to action for all who believe that everyone deserves the opportunity to enjoy time outdoors, because when people connect with nature we all benefit. Together, we can unify and amplify the growing movement to lift up the benefits of time spent outdoors as a basic human right. In doing so, we can reshape the prevailing public narratives around time spent in nature and engage new partners and allies.



By the field and for the field... Rethink Outside provides tools and services that enable the field to tell a compelling, unifying story to bring new supporters and resources to the work. Developed through a multi-year, collaborative process engaging close to 700 stakeholders within and outside the environmental field, the narrative is centered on shared values for strong communities and an equitable, inclusive, diverse society. Here is what practitioners in the field have to say about the shared narrative:

"I love the idea of rethinking how we talk about what we do. This could be the start of some very interesting discussions within the organization."

"I'm a grant writer—this research into what type of messaging works is invaluable for us approaching new funders."

"We are currently working on how to refine our own story and branding so this is perfect timing to align with the greater community."



FIND YOUR OUTSIDE

Tools and Services: Coordinated by Blue Sky Funders Forum, Rethink Outside provides the following resources (and more!) to funders and practitioners:

- Tested messages and language to use to reach out to new partners
- Templates and guidance for newsletters, blog posts, and presentations
- Opportunities to work with a writer to tell your story
- Access to storytelling workshops



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Become a Rethink Outside partner!

Rethink Outside is a platform unifying the funder and practitioner communities together around the following goals:

1. **Equip and mobilize organizations to use the shared narrative.** Together we can tell a compelling, cohesive story. The shared narrative amplifies a unified message but does not replace or dilute individual organizational missions.
2. **Engage new allies and partners and expand investments.** By shifting prevailing perceptions about our work, we can grow support and strengthen the field.

3 quick and easy ways to become a Rethink Outside partner:

1. Publish a blog post



Youth Education Offers Healing and Hope

Everyone faces stress and setbacks in life but living in a healthy environment within a strong community can make it easier to cope and thrive. In reality, though, many places aren't healthy and the people living there don't have strong support networks. Fortunately,...

[VIEW FULL POST](#)

2. Share how you #RethinkOutside



3. Update your email signature



See the following pledge information for additional ways to partner. Tell us about how you plan to Rethink Outside by [making a pledge!](#)



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How will you Rethink Outside? Funders and practitioners are invited to pledge to showcase, engage, activate, and invest in the Rethink Outside campaign at RethinkOutside.org.

showcase

Make a pledge

Promote campaign participation (email signature, affiliation on website, social media)

Use Rethink Outside campaign collateral at events (slides, banners, stickers, posters)

Activate your pledge

Available [resources](#): campaign logo and branding style guide, sample language for affiliation, social media posts and hashtags.

Proudly display your Rethink Outside affiliation by using campaign swag available through our [shop](#).

engage

Make a pledge

Communicate with your stakeholders about Rethink Outside

Assess alignment of your organization's communication materials with the shared narrative and modify as needed

Activate your pledge

Available [resources](#): sample verbiage for communicating with partners, grantees, board or staff about Rethink Outside; making the case; guidance on presentations with campaign slide deck.

Starting November 2019, consult with a communications expert through Blue Sky Funders Forum to audit your organization's website, messaging, and other communications materials (up to 10 pages of web or print content). Deliverables will include a complete shared narrative message map, reflective of your organization's key messages.

Cost per organization: **\$2500**

activate *(funding community only)*

Make a pledge

Encourage your grantees to engage in Rethink Outside and take the pledge

Activate the shared narrative through your funding portfolio and guidelines

Nominate a Rethink Outside Ambassador

Activate your pledge

Available [resources](#): sample grantee communication, slide deck to use at grantee trainings.

Available [resources](#): suggestions on incorporating Rethink Outside in grant programs.

Rethink Outside Ambassadors will receive personalized coaching on presentation skills, storytelling, and media engagement; guidance on authoring thought leadership or op-ed pieces; and travel funds. Ambassadors will represent Rethink Outside at key events and on social media.

Nominations will be invited in March 2020. Selected ambassadors will be sponsored by nominators.



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invest *(funding community only)*

Make a pledge

Support grantee participation in Rethink Outside storytelling workshops and media trainings

Activate your pledge

Rethink Outside workshops will invite participants to develop innovative and compelling ways to share their work through the lens of the new narrative. Workshop content will include the fundamentals of narrative development, best practices in strategic storytelling, and hands-on work in small group settings. Support your grantees to participate in these skill-building workshops hosted by Blue Sky Funders Forum. Click [here](#) for workshop dates and locations.

Cost per participant: **\$350**

Blue Sky members pledging by January 31, 2020 are invited to nominate one grantee participant at no cost (travel expenses not included).

Underwrite the services of a professional story writer for your grantees

Starting November 2019, your grantees can work with a professional storyteller to create one 500-700 word story of the grantee's choice to showcase their work using the new narrative. Engagement includes story vetting, writer assignment and management, creation and review of two drafts, vetting of imagery, and digital delivery of final stories.

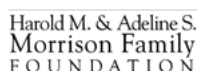
Cost per grantee/story: **\$1500**

Blue Sky members pledging by January 31, 2020 are invited to nominate one grantee organization at no cost.

Contribute to the Rethink Outside Fund

The Rethink Outside Fund will expand access to campaign resources to additional practitioners in 2020 and will help support 2021 campaign plans. A contribution of \$5,000 will provide the entire suite of Rethink Outside services (communications assessment, storytelling workshop, professional story-writer) to one organization.

Sponsors



Rethink Outside is coordinated by Blue Sky Funders Forum 